

J. S. JAMES

JEWELER AND OPTICIAN

SEVENTH AND MAIN STREETS, RICHMOND, VIRGINIA.

We keep our stocks right up to the minute---there's no old fashioned goods in this store. Our salesmen are experts and whether you buy a diamond, a watch, a pair of glasses or a piece of jewelry, you will be waited on politely by one who KNOWS and is anxious to serve you properly; thus we make satisfied customers and pile up our biggest asset---YOUR GOOD WILL.

These facts we want to drive home to you---J. S. James' is the People's Jewelry Store, the store where you will always find the largest, freshest and best stock of Diamonds, Watches, Rings, Jewelry, Etc., from which to make choice selections of presents for any occasion, be it baby's birthday, a wedding, an anniversary or the Christmas holidays, at prices that defy competition---and the location of J. S. James' is on one of the busiest corners in Richmond, Seventh and Main Streets. It's not too early to begin purchasing your Christmas gifts. We are ahead of 'em all this year, as always, and you'll find what you want at specially attractive prices NOW. Come, pick your presents and let us lay them aside until you want them.

Just a Few of Thousands of Items in This Store:



Wear Diamonds

And appear prosperous. It goes a long ways. So many persons judge you by your appearance. We have just gotten in a large lot of Beautiful Diamonds. Come and see what bargains we have.

"The Diamond Store."

J. S. JAMES

Jeweler and Optician,
Seventh and Main Streets.
Reliable Accounts Solicited.



Rings to Fit the Purse

We carry a large variety of Diamond Rings, all the latest styles of mountings, and we are selling them very cheap. Can sell you a Diamond at almost any price. If you want something extra fine for the money call and see our selection.

"The Diamond House."

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STYLISH JEWELRY

We are getting in lots of Pretty Jewelry for the spring---many of the latest fads and real attractive goods that have never been shown in Richmond. Come in and see them, whether you purchase or not.

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SILVER SERVICES

A few pieces of Silver brighten up the appearance of the table wonderfully. Silverware is an excellent investment, for it lasts much longer than china and is not always breaking. See our assortment of new fall goods.

J. S. JAMES

JEWELER AND OPTICIAN,
SEVENTH AND MAIN STREETS.



The Proper Glass

Is what you should have to correct your eye troubles. We employ only expert opticians and will be sure to give you the proper Glass. Try us and be convinced.

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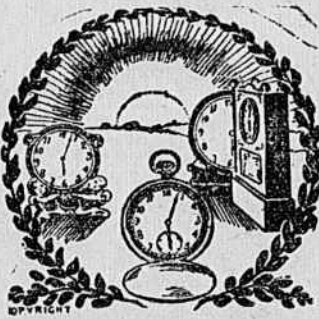


All-Round Watches

When you want a real good timekeeper come and see us. Every Watch we sell is guaranteed to keep accurate time, and that is the chief feature in a Watch. Let us just "time" your future movements and you will be all right.

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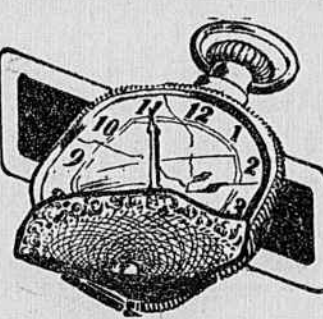


The Sun Rises and Sets by Them

That means the Watches and Clocks we sell keep time with all possible accurateness, and are guaranteed to do so. We keep them in repair and in good running order for at least a year free of charge. It will pay you to see our stock.

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OUR EXPERT WATCHMAKERS

Will make your old Watch as good as new. No matter what happens to it, bring it to us and we'll set it right again. We're prompt and our prices are reasonable.

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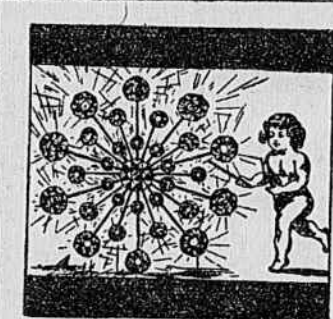


Beautiful Silver

Is always appropriate for wedding gifts, birthday presents, etc. Nowhere can you find so extensive or so attractive a display of beautiful Silver as in our new fall stock.

J. S. JAMES

Jeweler and Optician,
SEVENTH AND MAIN STREETS.



Diamond Brooches

We have a beautiful selection of Diamond Brooches and Rings---some extra good values for the money. We would be glad to show you what bargains we have in Diamond Goods, whether you wished to purchase or not.

"The Diamond House."

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WEDDING PRESENTS

We have a very fine selection of Silver, Cut Glass and many beautiful things for wedding presents at low prices. Call and see our display.

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SEVENTH AND MAIN STREETS.



Finding Diamonds

You will find a beautiful lot of stones in our new stock of Diamonds just from the importers' this week. Be sure and see them. We have some special bargains.

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Cupid's Work

Will not be complete until you have bought your Diamond Ring or your gift for the bride from us.

We carry a large assortment of Plain Gold Wedding Rings, which we sell at very low prices.

J. S. JAMES

The Diamond Merchant,
SEVENTH AND MAIN STREETS.
Jeweler and Optician.

Jeweler

J. S. JAMES
THE DIAMOND STORE

SEVENTH AND MAIN STREETS,

RICHMOND, VIRGINIA

Optician